



CHANGING 2 LIVES: The Pregnancy Incentive Program

Debbie Rushing, LADAC, CTTS-M; Toney Bailey, Carolyn Dresler, MD, MPA
Tobacco Prevention and Cessation Program, Arkansas Department of Health



Introduction

Research has suggested that financial incentives provide impetus and support to help women who are pregnant to quit smoking. Arkansas developed a pilot program in two local health units to biochemically monitor quit status of women who are pregnant. Results are encouraging and provide teaching points and opportunities for improvement prior to expanding the program. The pilot incentive project has been well received by the LHUs and excitement has been generated by its success. Driving down the mortality of newborns and infants is a key departmental objective which this program helps to achieve. To date, 563 pregnant women were assessed with a 24.5% smoking rate. Of the 138 who smoked, 62 agreed to enroll in the program and received brief intervention counseling and referral to the state quitline along with financial incentives. The combined three-month quit rate between the two LHUs was 33%.

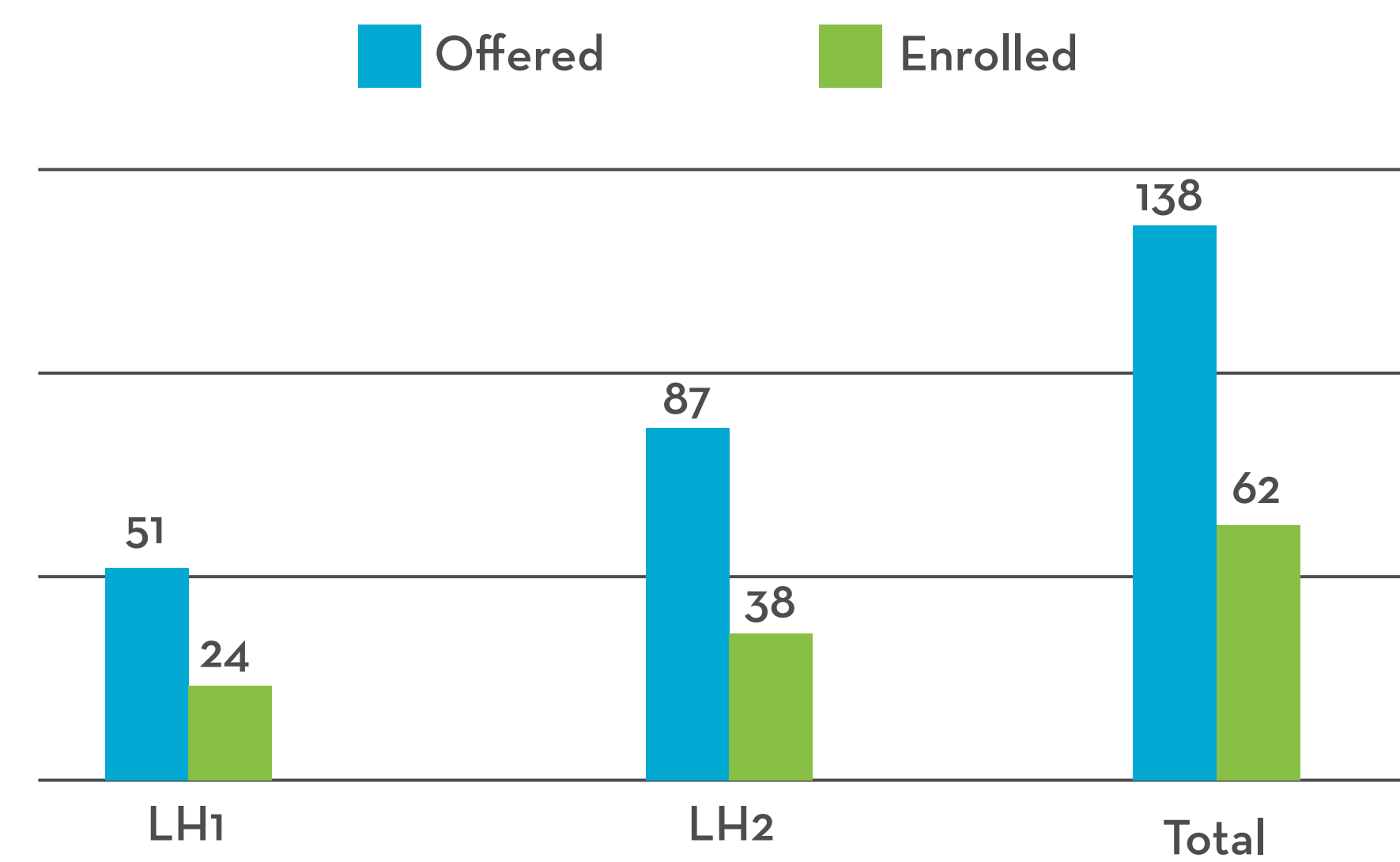
Methodology

- Two local health units
- Pregnant women were assessed and offered Changing 2 Lives Program.
- Biochemical verification (CO and/or urine cotinine)
- Tightly scheduled follow-up visits
- Incentives (\$20+/visit) provided for verified quit
- Referred to Arkansas Tobacco Quitline

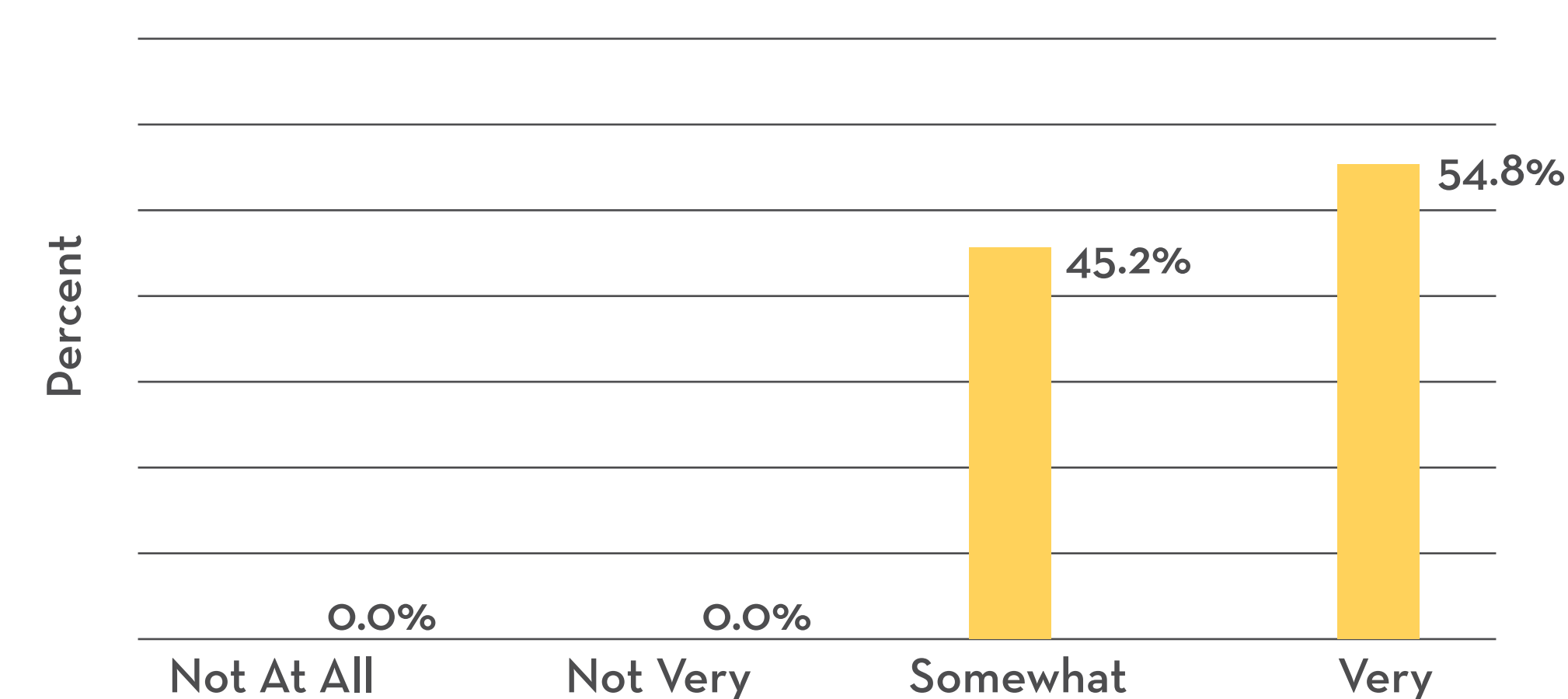
Benefits

Interested participants will learn how to develop and implement a similar program that could be tailored to their specific demographics.

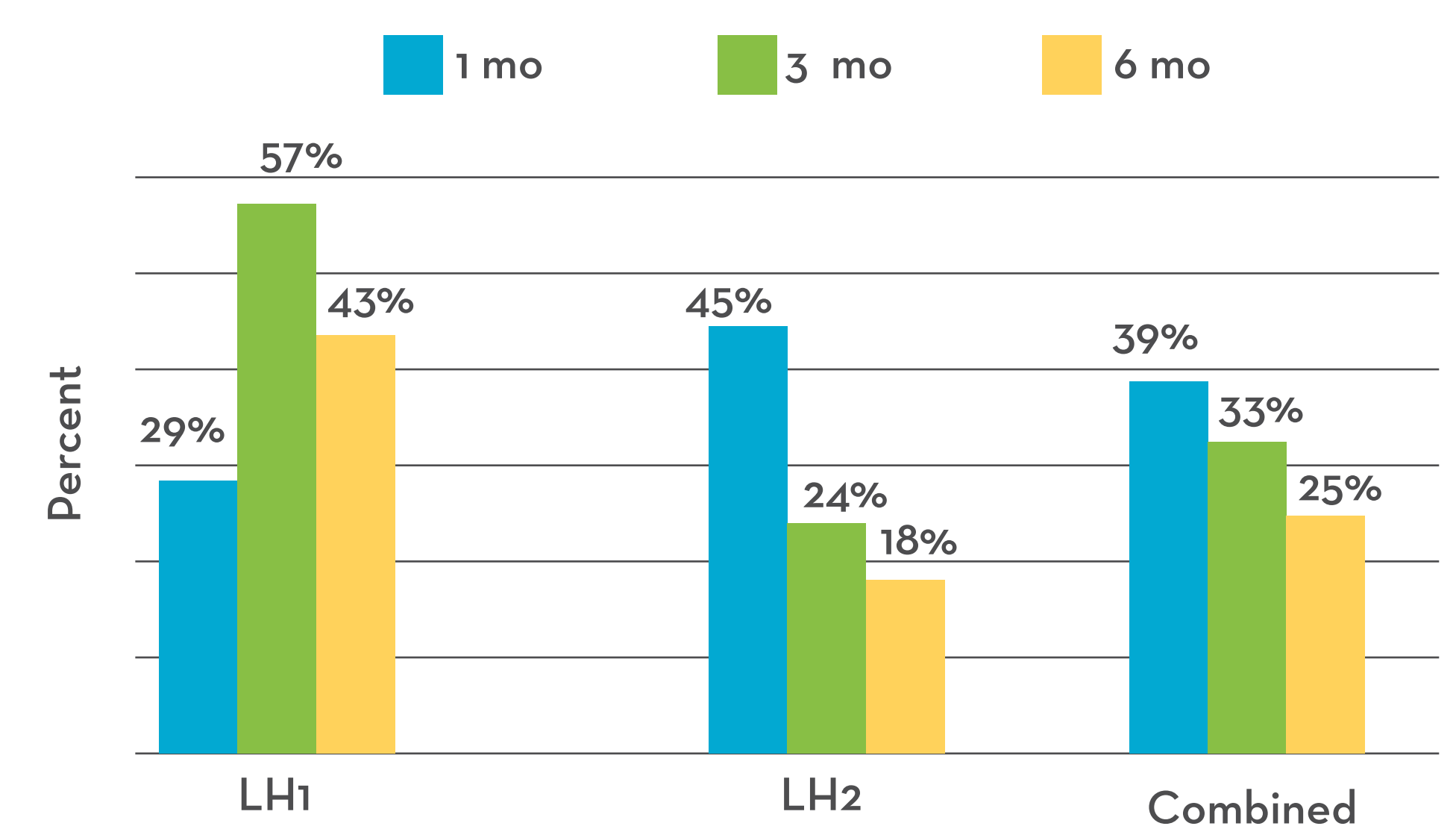
Program Enrollment



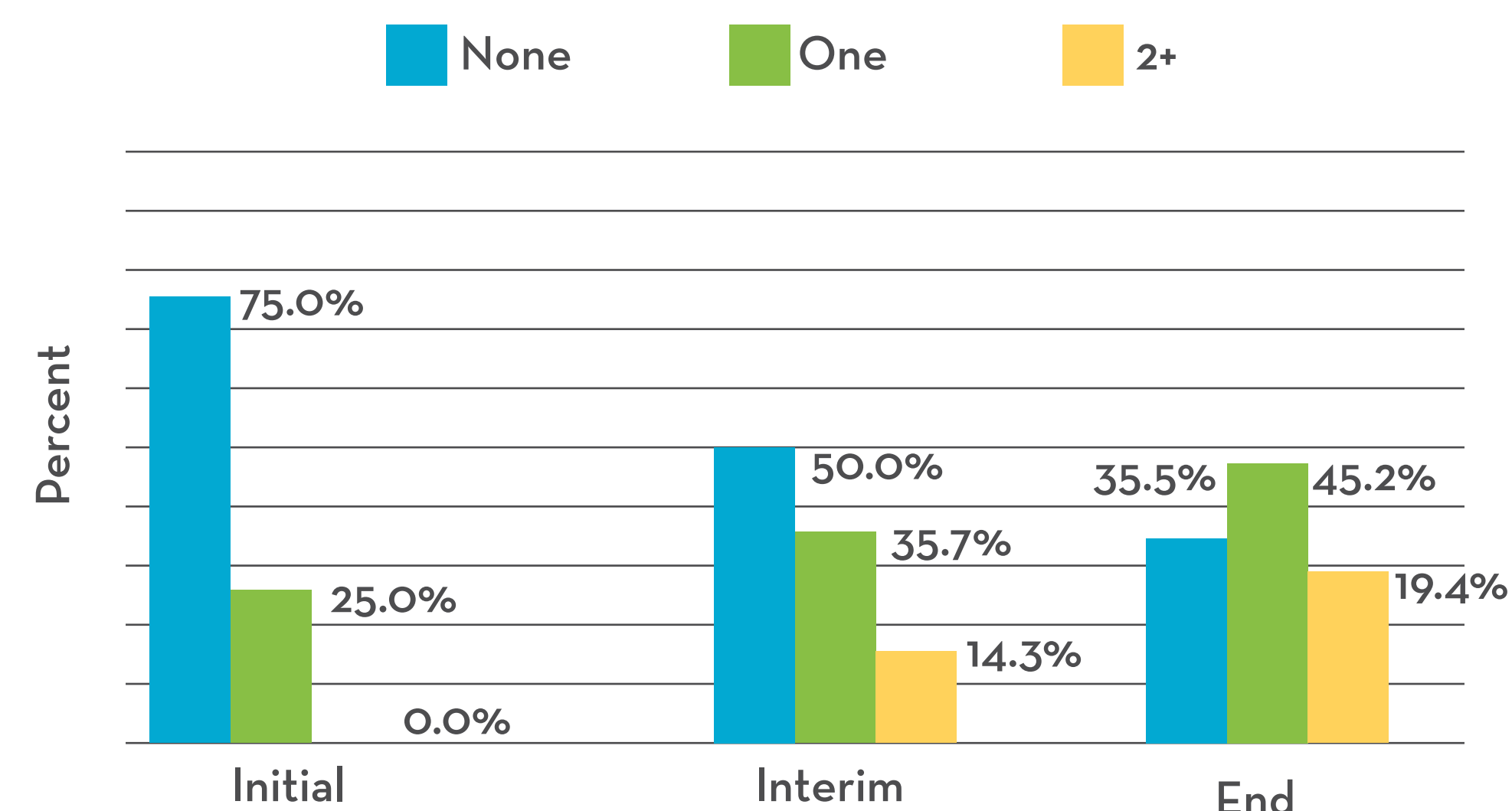
If you decide to quit smoking during the next month, how confident are you that you can do it?



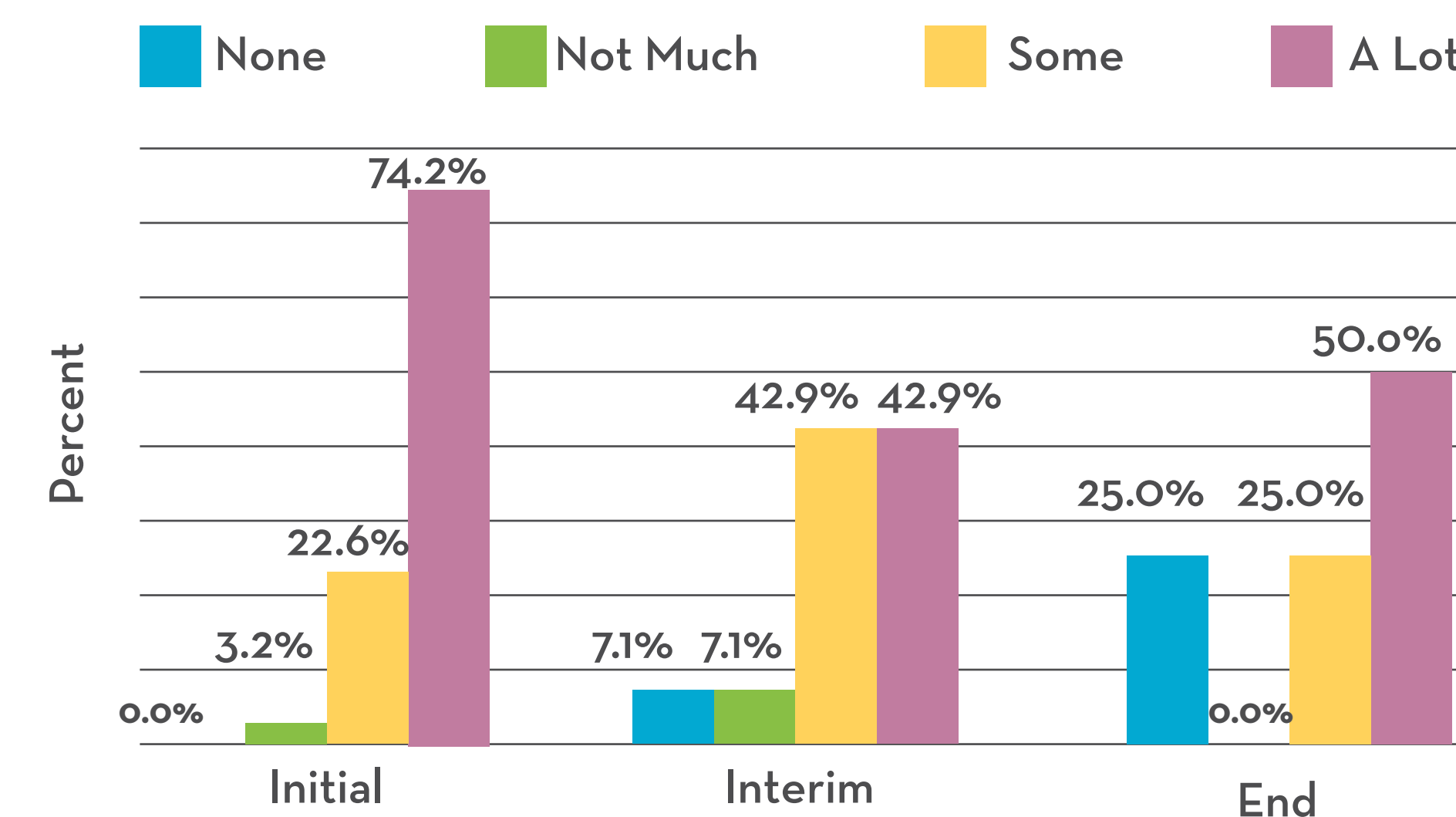
Quit Rates



How many cigarette smokers, NOT INCLUDING YOURSELF, live in your home?



If you tried to quit smoking, how much support or understanding do you think you would get from family, friends, and coworkers?



Summary

- May be a promising practice
- Not easy, time consuming to implement
- Additional information needs to be collected on pregnancy outcomes of women who chose not to enroll or who were not successful in the program
- Not as costly as you'd think
 - Total Cost: \$18,111.25
 - Incentives: \$10,124.00
 - 55% of total incentives paid to participants with at least a three-month quit rate.

